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Census of Retail Trade

RC82-C-49

Major Retail Centers
in Standard Metropolitan
Statistical Areas

West Virginia



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The publications
from the 1982 Economic and
Agriculture Censuses are dedicated
to the memory of Shirley Kallek,
Associate Director for Economic Fields.
During her career at the Bureau of the
Census (1955 to 1983), she continually
directed efforts to improve
the timeliness and accuracy of
economic statistics.

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Issued March 1985



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Clarence J. Brown, Deputy Secretary
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INTRODUCTION

ECONOMIC CENSUSES OVER TIME

The early beginnings of America's industrial output were first measured in the United States in the 1810 Decennial Census and again in 1820, when questions on manufacturing were included with those for population. Beginning with the 1840 Decennial Census, there were enumerations of manufactures and mineral industries at 10-year intervals up to and including the year 1900 for manufactures and 1940 for mineral industries. The latter census was again taken for 1954, 1958, 1963, and 1967.

Because of the increasing dominance of manufacturing in the early 20th century, Congress directed that quinquennial censuses of manufactures be taken beginning in 1905. However, from 1919 through 1939, these censuses were conducted every 2 years. The need for war-related current surveys in the early 1940's postponed the next census of manufactures until 1948 (for 1947). That census was again taken for 1954, 1958, 1963, and 1967.

Retail and wholesale trade data were first collected in 1930, and in 1933 information on selected service industries was added to the data-collection operation. These business censuses, as they were called, were again taken for 1935, 1939 (as part of the 1940 decennial program), 1948, 1954, 1958, 1963, and 1967.

Information on construction industries was first obtained in 1930 and again for 1935 and 1939. Data for the full spectrum of construction industries were not gathered again until 1968 (for 1967).

The need for transportation data to supplement information available from existing governmental or private sources was recognized by Congress in the late 1950's and early 1960's. The census of transportation (consisting of several surveys) was first taken for 1963 and again for 1967.

Since 1967, all of the above censuses have been taken quinquennially as part of the Census Bureau's economic census program. (For the 1977 censuses, the coverage of the service industries was broadened from "selected services" to all services, except religious organizations and private households. A total of 41 additional four-digit standard industrial classifications¹ (SIC's) in 7 SIC major groups was added to the scope of the census. While most of the industries included for the first time for 1977 were covered again for 1982, some were not, i.e., hospitals; elementary and secondary schools; colleges, universities, and professional schools; junior colleges and technical institutes; labor unions and similar labor organizations; and political organizations.)

¹Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 041-001-00066-6. 1977 Supplement. Stock No. 003-005-00176-0.

The first manufacturing census for an outlying area was conducted in Puerto Rico for the year 1909. Thereafter, with the exception of 1929, a census was taken at 10-year intervals through 1949. The first censuses of retail trade, wholesale trade, and selected service industries in Puerto Rico were conducted for 1939. These censuses also were taken for the years 1949, 1954, 1958, 1963, and 1967. A census of construction industries was first introduced in Puerto Rico for 1967. These censuses of Puerto Rico have been taken since then for the years 1972, 1977, and 1982.

Censuses of manufactures, retail trade, wholesale trade, and selected service industries were conducted in Guam and the Virgin Islands of the United States for 1958, 1963, 1967, 1972, 1977, and 1982. Censuses of mineral industries were taken in the Virgin Islands of the United States for the years 1958, 1963, and 1967 but not since that time. A census of construction industries was also undertaken in these areas for 1972, 1977, and 1982.

Retail trade, wholesale trade, selected service industries, manufacturing, and construction industries were canvassed for the first time in the Northern Mariana Islands in 1983 (for 1982).

For 1982, the economic censuses and agriculture censuses were conducted concurrently.

USES OF THE ECONOMIC CENSUSES

The economic censuses are the major source for facts about the structure and functioning of the Nation's economy and provide essential information for government, business, industry, and the general public. They provide an important part of the framework for such composite measures as the gross national product, input-output measures, indexes of industrial production, and indexes measuring productivity and price levels. Information from the censuses is used to establish sampling frames and as benchmarks for current surveys of business activity, which are essential for measuring short-term economic conditions.

State and local governments use census data to assess business activities within their jurisdictions. The private sector uses the data to forecast general economic conditions; analyze sales performance; lay out sales territories; allocate funds for advertising; decide on locations for new plants, warehouses, or stores; and measure potential markets in terms of size, geographic areas, kinds of business, and kinds of products made or sold.

Following every census, thousands of businesses and other users purchase reports. Likewise, census facts are widely disseminated by trade associations, business journals, and newspapers. Volumes containing census statistics are available in most major public and college libraries. All 1982 data are available on microfiche from the U.S. Government Printing Office and most data on computer tape from the Census Bureau. Finally, the more than 50 State Data Centers also are suppliers of economic census statistics.

AUTHORITY AND SCOPE OF THE ECONOMIC CENSUSES

The economic censuses are required by law under title 13 of the United States Code, sections 131, 191, and 224, which directs that they be taken at 5-year intervals for the years ending in 2 and 7. The 1982 Economic Censuses covered manufacturing, mining, construction industries, retail trade, wholesale trade, service industries, and selected transportation activities. Special programs also cover minority-owned and women-owned businesses. The next economic censuses are scheduled to be taken in 1988 for the year 1987.

CENSUS OF RETAIL TRADE

The 1982 Census of Retail Trade, part of the 1982 Economic Censuses, covered retail trade as defined in the Standard Industrial Classification (SIC) Manual.¹ It included all establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. The census excluded governmental organizations classified in the covered industries except for liquor stores operated by State and local governments. Data for direct sellers (SIC 5963) with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the Federal Government are not included. The basic tabulations in this report do not include data for establishments which are auxiliary (primary function is providing a service, such as warehouses) to retail establishments within the same organization. Data for auxiliaries are presented for selected industrial classifications in tables included in the United States Summary report of the Geographic Area series, RC82-A-52. Data for auxiliaries are presented for more detailed industry breakdowns in a subsequent report issued as part of the 1982 Enterprise Statistics reports.

For the 1982 Census of Retail Trade, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent questionnaires to be completed and returned to the Bureau by mail. For most very small firms, including those with no paid employees, data from existing administrative records of other Federal agencies were used instead. These records provided basic information on location, kind of business, sales, payroll, number of employees, and legal form of organization. In addition, more detailed information for selected kinds of business was obtained on the various questionnaires.

Appendix A gives a more detailed explanation of census coverage and methodology.

MAJOR RETAIL CENTERS

This report represents a recompilation of data collected in the 1982 Census of Retail Trade into the two types of areas which have been delineated for the report: (1) central business districts (CBD's); and (2) major retail centers (MRC's). The report covers each standard metropolitan statistical area (SMSA) in the State and presents statistics for these concentrations of retail stores located in each SMSA.

¹Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 041-001-00066-6. 1977 Supplement. Stock No. 003-005-00176-0.

Central Business District

A central business district, as defined by the Bureau, is the defined downtown retail area of an SMSA central city, or other SMSA city of 50,000 persons or more. A CBD is an area of very high land valuation; high concentration of retail businesses, offices, theaters, hotels, and "service" businesses; and high traffic flow. It is defined by existing census tract boundaries and consists of one or more whole census tracts, except for a few CBD's with census tracts which include areas outside the corporate limits of the city. In these cases, the CBD consists of only those portions of the census tracts within the corporate limits of the city. Census tracts are small, relatively permanent areas into which large cities and adjacent areas have been divided to show comparable small-area statistics. Data for CBD's are published only in reports of the census of retail trade.

Major Retail Center

A major retail center is a concentration of at least 25 retail stores² located inside an SMSA but outside a CBD. At least one of the 25 stores must be a general merchandise store (SIC 53) with a minimum of 100,000 square feet of total under-roof floor space.³ MRC's include planned suburban shopping centers as well as unplanned centers such as older "string streets" (continuous businesses along a thoroughfare with few cross streets containing any businesses) and combinations of planned and unplanned centers. Where the MRC is a planned center, the boundaries encompass all retail stores in the center. Where the MRC is an unplanned center, each block within the boundaries should have at least one general merchandise store (SIC 53); apparel store (SIC 56); furniture, home furnishings and equipment store (SIC 57); or miscellaneous shopping goods store (SIC 594). MRC's are defined in SMSA's existing as of January 1, 1982. Data for MRC's are published only in reports of the census of retail trade.

Delineation

The delineation of central business districts and major retail centers was determined in consultation with local census statistical areas committees (CSAC's). A few CSAC's chose not to participate in the CBD delineation program so some eligible cities do not have CBD's. In areas where CSAC's did not participate in the MRC delineation program, the Bureau asked other local organizations to delineate MRC's and list stores in the delineated areas, following Bureau guidelines. Due to funding limitations, Bureau employees could not delineate MRC's in areas for which outside participation could not be obtained. Accordingly, no MRC statistics are presented in this report for a few areas which may have had qualifying MRC's.

Approximately 95 percent of all areas which may have had MRC's were delineated by CSAC's or by other local organizations. Appendix J identifies which areas were delineated by CSAC's; which areas were delineated by other interested organizations; and which areas were not delineated, either because there were no MRC's or because MRC delineation participation could not be obtained for the area.

²An MRC which had 25 stores or more at time enumeration was done may have had less than 25 stores at end of 1982. Thus, data may be shown for a few MRC's which have less than 25 stores.

³Minimum square footage criterion was waived in a few special cases at request of local CSAC.

Historical Data

The report on major retail centers was begun as a part of the 1954 Census of Business, which provided data for 95 CBD's. In the 1958 Census of Business, data were published for 109 CBD's and, for the first time, for 472 MRC's located in 97 SMSA's. The 1963 Census of Business included data for 131 CBD's and 972 MRC's located in 116 SMSA's. In the 1967 Census of Business, the program was expanded to cover all 230 SMSA's, containing 134 CBD's and 1,556 MRC's. The 1972 Census of Retail Trade covered 259 SMSA's, containing 144 CBD's and 2,137 MRC's.

For the first time, in the 1977 Census of Retail Trade, CBD's and MRC's were delineated by using the definition described above. These new definitions caused a slight modification in the scope of the 1977 program, which covered 272 SMSA's containing 386 CBD's and 1,464 MRC's.

There was no change in the scope of the program in the 1982 Census of Retail Trade. The number of SMSA's covered increased to 315, and included 456 CBD's and approximately 1,550 MRC's.

CENSUS DISCLOSURE RULES

In accordance with Federal law governing census reports, no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind-of-business classification is not considered a disclosure so this item may be released even though other information is withheld.

For every CBD and MRC, statistics on sales, payroll, and number of employees are presented for all kind-of-business lines which do not require suppression to avoid disclosing data for individual companies. However, since most MRC's and several CBD's tend to have a relatively small number of establishments, it generally is not possible to provide separate kind-of-business data (except for establishment counts) for these small areas without disclosing the operations of individual establishments. For this reason, additional sales data are shown for the following kind-of-business groups:

1. Convenience goods stores, i.e., food stores (SIC 54), eating and drinking places (SIC 58), and drug and proprietary stores (SIC 591).
2. Shopping goods (GAF) stores, i.e., general merchandise stores (SIC 53), apparel and accessory stores (SIC 56), furniture, home furnishings, and equipment stores (SIC 57), and miscellaneous shopping goods stores (SIC 594).
3. All other stores (SIC's 52, 55, and 59, except 591 and 594).

GEOGRAPHIC AREAS COVERED

This series of reports presents data for establishments located in CBD's and MRC's in SMSA's in each State. The SMSA's included in the 1982 MRC program are those defined by the Office of Management and Budget as of January 1, 1982, except for three areas which did not have any MRC's or CBD's for 1982: Glens Falls, N.Y.; Jacksonville, N.C.; and Santa Cruz, Calif.

MRC statistics are presented for all areas within SMSA's for which a local group delineated qualifying MRC's. For any MRC's which existed in 1977 and which still qualified but were not delineated for the 1982 program, unpublished 1982 MRC statistics are available. These statistics may be obtained by submitting a written request to the Chief, Business Division, Bureau of the Census, Washington, D.C. 20233.

CBD statistics are presented for all eligible cities for which the local CSAC defined the area known as the "central business district."

For all SMSA's in the State for which MRC and/or CBD data are presented, data are also shown for each SMSA, each central city, and all other SMSA cities of 50,000 inhabitants or more for which a CBD was defined by a local CSAC. Data for SMSA's which cross State lines appear only in the State report for the State in which the SMSA is primarily located.

DESCRIPTIONS OF SPECIFIC CENTRAL BUSINESS DISTRICTS AND MAJOR RETAIL CENTERS

The boundaries of each central business district and major retail center are described in appendix I. Boundaries begin with the north boundary and continue clockwise through all the boundaries.

DOLLAR VALUES

All dollar values presented in this report are expressed in current dollars, i.e., 1982 data are expressed in 1982 dollars and 1977 data in 1977 dollars. Consequently, when making comparisons to prior years, users should consider the inflation that has occurred.

RELIABILITY OF DATA

All data compiled in this report originated from either census questionnaires or administrative records of other Federal agencies and, therefore, are not subject to sampling errors. However, the data are subject to nonsampling errors. Nonsampling errors can be attributed to many sources: inability to identify all cases in the actual universe; definition and classification difficulties; differences in the interpretation of questions; errors in recording or coding the data obtained; and other errors of collection, response, coverage, and estimation for missing or misreported data.

The accuracy of these tabulated data is determined by the joint effects of the various nonsampling errors. No direct measurement of these effects has been obtained except for estimation of missing or misreported data. However, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize the effects of nonsampling errors.

The Bureau of the Census obtains on computer tape limited information extracted from administrative records of other Federal agencies. This information is used in conjunction with other information available to the Census Bureau to develop estimates for nonemployers, small employers, and other establishments for which responses were not received in time for publication. See appendix A for a more complete explanation of census coverage and methodology.

MICROFICHE

The data in this report series are also available on microfiche. Microfiche reports are sold by the U.S. Government Printing Office.

SPECIAL TABULATIONS

Special tabulations of data collected in the 1982 Census of Retail Trade may be obtained, depending on availability of time and personnel, on computer tape or in tabular form. The data will be in summary form and subject to the same rules prohibiting disclosure of confidential information (including name, address, kind of business, or other data for individual business establishments or companies) as are the regular publications.

Special tabulations are prepared on a cost basis. A request for a cost estimate, as well as exact specifications on the type and format of the data to be provided, should be directed to the Chief, Business Division, Bureau of the Census, Washington, D.C. 20233.

To discuss a special tabulation before submitting specifications, call 301-763-5282.

ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used in this publication:

- Represents zero.
- (D) Withheld to avoid disclosing data for individual companies; data are included in broader kind-of-business totals.
- (IC) Independent city.
- (NA) Not available.
- (NC) Not comparable.
- (S) Withheld because estimates did not meet publication standards on basis of either response rate, associated standard error, or a consistency review.
- CBD Central Business District.
- MRC Major Retail Center.
- n.e.c. Not elsewhere classified.
- pt. Part.
- SIC Standard Industrial Classification.
- SMSA Standard Metropolitan Statistical Area.

Users' Guide for Locating Statistics in This Report by Table Number

Information shown in tables	Table		
	1	2	3
GEOGRAPHIC AREAS			
SMSA's in the State	X		
CBD's in SMSA's	X	X	
Places with CBD's in SMSA's	X		
MRC's in SMSA's	X		X
DATA ITEMS¹			
All establishments:			
Establishments	X	X	X
Sales	X	X	X
Establishments with payroll:			
Establishments	X	X	X
Sales	X	X	X
Annual payroll	X	X	X
First quarter payroll		X	X
Paid employees for pay period including March 12, 1982	X	X	X

¹See Explanation of Terms, appendix A.

Users' Guide for Locating Statistics in the 1982 Census of Retail Trade Reports

Report and geographic area	Information shown in reports by kind of business or industry category										
	Number of establishments	Sales (\$1,000)	Payroll (\$1,000)	Number of employees	Sales per capita and selected ratios	Merchandise line sales	Sales size and employment size of establishments and firms	Concentration ratios of largest firms	Single units and multi-units	Legal form of organization	Selected topics
GEOGRAPHIC AREA SERIES											
United States	X	X	X	X	X						
State	X	X	X	X	X						
SCSA	X	X	X	X							
SMSA	X	X	X	X							
County	X	X	X	X							
Place	X	X	X	X							
MAJOR RETAIL CENTERS											
SMSA	X	X									
City	X	X	X	X							
CBD	X	X	X	X							
MRC	X	X	X	X							
ESTABLISHMENT AND FIRM SIZE (INCLUDING LEGAL FORM OF ORGANIZATION)											
United States	X	X	X	X			X	X	X	X	
MEASURES OF VALUE PRODUCED, CAPITAL EXPENDITURES, DEPRECIABLE ASSETS, AND OPERATING EXPENSES											
United States		X	X							X	¹ X
MERCHANDISE LINE SALES											
United States	X	X				X					
State	² X	² X				² X					
SMSA	² X	² X				² X					
MISCELLANEOUS SUBJECTS											
United States	X	X	X	X							³ X
State	X	X	X	X							³ X
SMSA	X	X	X	X							³ X

¹ Includes value produced, capital expenditures, depreciable assets, and selected operating expenses detail.

² Data available in printed form only for the United States and selected SMSA's based on volume of retail sales. Data for other areas are available only on microfiche.

³ For the United States, States, and SMSA's, includes data on number of gasoline pumps and gallon sales of gasoline and other automotive fuels as well as establishments offering self-service sale of gasoline; on waiter or waitress service, seating capacity and average cost per meal; and on the number of pharmacists, number of prescriptions filled, and percent of prescriptions paid for by third parties. For the United States and States only, includes data on types of food service, franchise holders, concession operators, contract feeding and automatic merchandising machine operators; and on the gallon sales of fuels, LP gas bulk storage capacity, and number of establishments selling bottled LP gas.

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The following tables are common to each SMSA which has either a central business district and/or at least one major retail center. Applicable tables have been omitted in SMSA's where both central business districts and major retail centers did not exist.

TABLES

1. Statistics by Kind of Business for Major Retail Centers, Central Business Districts, Cities With Central Business Districts, and the Standard Metropolitan Statistical Area: 1982
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3. Statistics by Selected Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1982

SMSA's

Charleston SMSA	3
Huntington-Ashland, W. Va.-Ky.-Ohio, SMSA	6
Parkersburg-Marietta, W. Va.-Ohio, SMSA	10
Wheeling, W. Va.-Ohio, SMSA	14

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Publication Program Inside back cover

-- Not applicable.

Table 1. Statistics by Kind of Business for Major Retail Centers, Central Business Districts, Cities With Central Business Districts, and the Standard Metropolitan Statistical Area: 1982

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For descriptions of MRC and CBD boundaries, see appendix I]

SIC code	Kind of business	Standard metropolitan statistical area	Charleston		Major retail center No. 1
			City	Central business district	
	Retail stores^{1 2 3}:				
	Number	1 849	754	191	45
	Sales (\$1,000)	1 326 599	626 090	183 757	(D)
	Annual payroll (\$1,000)	150 846	79 652	31 346	5 280
	Paid employees for pay period including March 12, 1982	16 626	8 769	3 498	649
	Retail stores (establishments with payroll)²:				
	Number	1 354	585	184	43
	Sales (\$1,000)	1 305 944	619 095	183 338	46 648
54, 58, 591	Convenience goods stores:				
	Number	557	237	60	11
	Sales (\$1,000)	465 127	183 530	24 719	(D)
53, 56, 57, 594	Shopping goods stores (GAF)^{4 5}:				
	Number	356	176	93	27
	Sales (\$1,000)	(D)	197 524	118 651	24 840
52, 55, 59, ex. 591, 4	All other stores:				
	Number	441	172	31	5
	Sales (\$1,000)	(D)	238 041	39 968	(D)
	NUMBER OF ESTABLISHMENTS				
	Retail stores^{1 2 3}	1 849	754	191	45
	Retail stores (establishments with payroll)²	1 354	585	184	43
52	Building materials, hardware, garden supply, and mobile home dealers	71	23	2	-
525	Hardware stores	25	5	-	-
52 ex. 525	Other	46	18	2	-
53	General merchandise group stores	43	17	8	1
531	Department stores (incl. leased depts.) ^{5 6}	15	9	4	1
531	Department stores (excl. leased depts.) ⁵	15	9	4	1
533	Variety stores	12	4	3	-
539	Miscellaneous general merchandise stores	16	4	1	-
54	Food stores⁷	196	65	6	2
541	Grocery stores	171	49	1	1
55 ex. 554	Automotive dealers	92	38	7	1
554	Gasoline service stations	146	49	5	1
56	Apparel and accessory stores	125	65	44	12
561	Men's and boys' clothing and furnishings stores	9	6	4	1
562, 3, 8	Women's clothing and specialty stores and furriers	45	25	19	4
562	Women's ready-to-wear stores	39	21	15	4
565	Family clothing stores	20	6	5	3
566	Shoe stores	37	20	13	3
564, 9	Other apparel and accessory stores	14	8	3	1
57	Furniture, home furnishings, and equipment stores	91	39	12	6
5712	Furniture stores	31	14	4	1
5713, 4, 9	Home furnishing stores	21	9	1	-
572, 3	Household appliance, radio, television, and music stores	39	16	7	5
58	Eating and drinking places	307	150	50	8
5812	Eating places	274	135	47	8
5813	Drinking places	33	15	3	-
591	Drug and proprietary stores	54	22	4	1
59 ex. 591	Miscellaneous retail stores⁸	229	117	46	11
592	Liquor stores	24	8	1	-
594	Miscellaneous shopping goods stores ⁹	97	55	29	8
5944	Jewelry stores	21	13	10	2
5947	Gift, novelty, and souvenir shops	22	14	9	1
5949	Sewing, needlework, and piece goods stores	11	5	3	1
5992	Florists	34	15	3	-

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁵Includes sales from catalog order desks located in department stores.

⁶Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

⁷May include data not covered by SIC 541.

⁸May include data not covered by SIC's 592, 594, and 5992.

⁹May include data not covered by SIC's 5944, 5947, and 5949.

Table 2. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1982

[For meaning of abbreviations and symbols, see introductory text. For definition of terms "adjusted" and "unadjusted" and for indication of comparability of 1982 CBD data and 1977 CBD data, see Comparability of 1977 and 1982 Censuses in appendix A. For definition of SMSA, see appendix D. For comparative CBD sales statistics, 1977 and 1982, see appendix H. For description of CBD boundaries, see appendix I.]

SIC code	Kind of business	Establishments		Sales		Annual payroll		First quarter payroll		Paid employees for pay period including March 12	
		Adjusted (number)	Unadjusted (number)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (number)	Unadjusted (number)
	CHARLESTON CBD										
	Retail stores ^{1 2 3}	191	186	183 757	183 595	31 346	31 339	7 392	7 385	3 498	3 492
	Retail stores (establishments with payroll) ²	184	180	183 338	183 243	31 346	31 339	7 392	7 385	3 498	3 492
52	Building materials, hardware, garden supply, and mobile home dealers	2	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
525	Hardware stores	2	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
52 ex. 525	Other	-	-	-	-	-	-	-	-	-	-
53	General merchandise group stores	8	8	81 703	81 703	12 493	12 493	2 951	2 951	1 404	1 404
531	Department stores (incl. leased depts.) ^{4 5}	4	4	77 502	77 502	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ⁴	4	4	75 135	75 135	11 788	11 788	2 813	2 813	1 337	1 337
533	Variety stores	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
54	Food stores ⁶	6	6	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
541	Grocery stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	7	6	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
554	Gasoline service stations	5	4	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
56	Apparel and accessory stores	44	44	22 017	22 017	5 103	5 103	1 202	1 202	543	543
561	Men's and boys' clothing and furnishings stores	4	4	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	19	19	9 365	9 365	2 093	2 093	523	523	237	237
562	Women's ready-to-wear stores	15	15	8 270	8 270	1 930	1 930	489	489	218	218
565	Family clothing stores	5	5	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
566	Shoe stores	13	13	3 812	3 812	674	674	149	149	68	68
564, 9	Other apparel and accessory stores	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	12	12	6 118	6 117	1 306	1 305	320	319	151	151
5712	Furniture stores	4	4	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishing stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	7	7	1 801	1 800	310	309	74	73	41	41
58	Eating and drinking places	50	50	20 517	20 508	5 185	5 184	1 285	1 284	885	884
5812	Eating places	47	47	19 776	19 767	4 970	4 969	1 226	1 225	826	825
5813	Drinking places	3	3	741	741	215	215	59	59	59	59
591	Drug and proprietary stores	4	4	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
59 ex. 591	Miscellaneous retail stores ⁷	46	45	16 588	16 524	3 359	3 358	823	821	270	268
592	Liquor stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores ⁸	29	29	8 813	8 813	1 825	1 825	496	496	166	166
5944	Jewelry stores	10	10	4 203	4 203	1 075	1 075	335	335	74	74
5947	Gift, novelty, and souvenir shops	9	9	1 398	1 398	178	178	27	27	28	28
5949	Sewing, needlework, and piece goods stores	3	3	593	593	100	100	19	19	17	17
5992	Florists	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Includes sales from catalog order desks located in department stores.

⁵Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

⁶May include data not covered by SIC 541.

⁷May include data not covered by SIC's 592, 594, and 5992.

⁸May include data not covered by SIC's 5944, 5947, and 5949.

Table 3. Statistics by Selected Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1982

[Date for kind-of-business detail may not add to broader kind-of-business totals. Only those kinds of business without suppressed data are shown. In some instances, however, kinds of business for which data are suppressed are included to indicate their relationship to component kinds of business. For meaning of abbreviations and symbols, see introductory text. For definitions of SMSA, see appendix D. For description of MRC boundaries, see appendix I]

SIC code	Kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
	MRC NO. 1					
	Retail stores ^{1 2 3}	45	(D)	5 280	1 228	649
	Retail stores (establishments with payroll) ²	43	46 648	5 280	1 228	649
56	Apparel and accessory stores	12	(D)	(D)	(D)	(D)
565	Family clothing stores	3	3 213	480	125	70
566	Shoe stores	3	1 098	111	26	17
57	Furniture, home furnishings, and equipment stores	6	1 749	254	53	24
58	Eating and drinking places	8	2 572	610	134	127
5812	Eating places	8	2 572	610	134	127
59 ex. 591	Miscellaneous retail stores	11	2 843	385	85	50
594	Miscellaneous shopping goods stores	8	2 479	308	68	38

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

Table 1. Statistics by Kind of Business for Major Retail Centers, Central Business Districts, Cities With Central Business Districts, and the Standard Metropolitan Statistical Area: 1982

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For descriptions of MRC and CBD boundaries, see appendix I]

SIC code	Kind of business	Standard metropolitan statistical area	Huntington, W. Va.		Ashland, Ky.		Major retail center No. 1
			City	Central business district	City	Central business district	
	Retail stores^{1 2 3}:						
	Number	2 200	695	120	324	66	128
	Sales (\$1,000)	1 275 366	437 526	63 638	230 223	60 848	128 721
	Annual payroll (\$1,000)	144 927	55 590	12 754	28 002	8 520	15 533
	Paid employees for pay period including March 12, 1982.....	18 028	6 851	1 701	3 524	879	1 978
	Retail stores (establishments with payroll)²:						
	Number	1 546	526	110	241	59	122
	Sales (\$1,000)	1 243 039	430 052	63 315	225 988	60 431	128 196
54, 58, 591	Convenience goods stores:						
	Number	597	227	39	74	6	21
	Sales (\$1,000)	447 818	161 117	12 835	75 386	(D)	11 321
53, 56, 57; 594	Shopping goods stores (GAF)^{4 5}:						
	Number	440	140	50	92	36	94
	Sales (\$1,000)	370 875	111 655	39 012	(D)	31 757	115 385
52, 55, 59, ex. 591, 4	All other stores:						
	Number	509	159	21	75	17	7
	Sales (\$1,000)	424 346	157 280	11 468	(D)	(D)	1 490
	NUMBER OF ESTABLISHMENTS						
	Retail stores^{1 2 3}	2 200	695	120	324	66	128
	Retail stores (establishments with payroll)²	1 546	526	110	241	59	122
52	Building materials, hardware, garden supply, and mobile home dealers	77	23	2	11	1	-
525	Hardware stores	28	9	1	3	1	-
52 ex. 525	Other	49	14	1	8	-	-
53	General merchandise group stores	55	16	4	10	5	5
531	Department stores (incl. leased depts.) ^{5 6}	22	7	1	6	2	4
531	Department stores (excl. leased depts.) ⁵	22	7	1	6	2	4
533	Variety stores	11	4	2	2	2	1
539	Miscellaneous general merchandise stores	22	5	1	2	1	-
54	Food stores⁷	209	59	4	18	-	7
541	Grocery stores	165	46	2	10	-	3
55 ex. 554	Automotive dealers	133	33	2	23	10	-
554	Gasoline service stations	160	49	1	18	1	-
56	Apparel and accessory stores	167	53	23	28	14	55
561	Men's and boys' clothing and furnishings stores	15	5	2	2	2	8
562, 3, 8	Women's clothing and specialty stores and furriers	54	22	11	6	2	22
562	Women's ready-to-wear stores	50	20	10	6	2	20
565	Family clothing stores	23	5	3	6	3	2
566	Shoe stores	65	18	6	13	7	22
564, 9	Other apparel and accessory stores	10	3	1	1	-	1
57	Furniture, home furnishings, and equipment stores	107	40	9	23	11	6
5712	Furniture stores	42	17	5	9	5	-
5713, 4, 9	Home furnishing stores	20	8	-	3	-	-
572, 3	Household appliance, radio, television, and music stores	45	15	4	11	6	6
58	Eating and drinking places	315	141	27	42	4	11
5812	Eating places	268	115	25	41	4	10
5813	Drinking places	47	26	2	1	-	1
591	Drug and proprietary stores	73	27	8	14	2	3
59 ex. 591	Miscellaneous retail stores⁸	250	85	30	54	11	35
592	Liquor stores	28	8	2	8	-	1
594	Miscellaneous shopping goods stores ⁹	111	31	14	31	6	28
5944	Jewelry stores	24	8	5	8	2	6
5947	Gift, novelty, and souvenir shops	28	7	3	8	3	9
5949	Sewing, needlework, and piece goods stores	11	4	-	4	-	3
5992	Florists	29	10	3	4	1	-

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁵Includes sales from catalog order desks located in department stores.

⁶Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

⁷May include data not covered by SIC 541.

⁸May include data not covered by SIC's 592, 594, and 5992.

⁹May include data not covered by SIC's 5944, 5947, and 5949.

Table 2. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1982

[For meaning of abbreviations and symbols, see introductory text. For definition of terms "adjusted" and "unadjusted" and for indication of comparability of 1982 CBD data and 1977 CBD data, see Comparability of 1977 and 1982 Censuses in appendix A. For definition of SMSA, see appendix D. For comparative CBD sales statistics, 1977 and 1982, see appendix H. For description of CBD boundaries, see appendix I.]

SIC code	Kind of business	Establishments		Sales		Annual payroll		First quarter payroll		Paid employees for pay period including March 12	
		Adjusted (number)	Unadjusted (number)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (number)	Unadjusted (number)
	HUNTINGTON, W. VA. CBD										
	Retail stores ^{1 2 3}	120	109	63 638	59 170	12 754	11 968	3 351	3 212	1 701	1 575
	Retail stores (establishments with payroll) ²	110	100	63 315	58 873	12 754	11 968	3 351	3 212	1 701	1 575
52	Building materials, hardware, garden supply, and mobile home dealers	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
525	Hardware stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
52 ex. 525	Other	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
53	General merchandise group stores	4	4	14 339	14 339	2 900	2 900	886	886	401	401
531	Department stores (incl. leased depts.) ^{4 5}	1	1	(D)	(D)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ⁴	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
533	Variety stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
54	Food stores ⁶	4	4	1 366	996	208	153	41	39	36	29
541	Grocery stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
554	Gasoline service stations	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
56	Apparel and accessory stores	23	22	14 015	13 252	2 500	2 311	665	615	363	331
561	Men's and boys' clothing and furnishings stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	11	11	4 252	4 252	747	747	198	198	120	120
562	Women's ready-to-wear stores	10	10	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
565	Family clothing stores	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
566	Shoe stores	6	5	2 263	1 500	557	368	144	94	66	34
564, 9	Other apparel and accessory stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	9	7	4 296	4 022	955	892	234	219	82	77
5712	Furniture stores	5	4	3 563	3 368	867	812	214	200	66	62
5713, 4, 9	Home furnishing stores	-	-	-	-	-	-	-	-	-	-
572, 3	Household appliance, radio, television, and music stores	4	3	733	654	88	80	20	19	16	15
58	Eating and drinking places	27	24	8 746	8 116	2 572	2 460	674	674	487	436
5812	Eating places	25	22	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5813	Drinking places	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
591	Drug and proprietary stores	8	7	2 723	2 316	454	399	86	85	32	29
59 ex. 591	Miscellaneous retail stores ⁷	30	27	10 548	10 073	2 086	2 013	489	477	222	209
592	Liquor stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores ⁸	14	12	6 362	6 080	1 247	1 225	298	295	131	124
5944	Jewelry stores	5	5	3 043	3 043	685	685	148	148	58	58
5947	Gift, novelty, and souvenir shops	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5949	Sewing, needlework, and piece goods stores	-	-	-	-	-	-	-	-	-	-
5992	Florists	3	3	916	916	243	243	57	57	34	34

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of terms "adjusted" and "unadjusted" and for indication of comparability of 1982 CBD data and 1977 CBD data, see Comparability of 1977 and 1982 Censuses in appendix A. For definition of SMSA, see appendix D. For comparative CBD sales statistics, 1977 and 1982, see appendix H. For description of CBD boundaries, see appendix I.]

SIC code	Kind of business	Establishments		Sales		Annual payroll		First quarter payroll		Paid employees for pay period including March 12	
		Adjusted (number)	Unadjusted (number)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (number)	Unadjusted (number)
	ASHLAND, KY. CBD										
	Retail stores ^{1 2 3}	66	57	60 848	56 529	8 520	7 905	2 087	1 932	879	821
	Retail stores (establishments with payroll) ²	59	51	60 431	56 179	8 520	7 905	2 087	1 932	879	821
52	Building materials, hardware, garden supply, and mobile home dealers	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
525	Hardware stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
52 ex 525	Other	-	-	-	-	-	-	-	-	-	-
53	General merchandise group stores	5	5	16 333	16 333	2 907	2 907	721	721	334	334
531	Department stores (incl. leased depts.) ^{4 5}	2	2	(D)	(D)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ⁴	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
533	Variety stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
54	Food stores ⁶	-	-	-	-	-	-	-	-	-	-
541	Grocery stores	-	-	-	-	-	-	-	-	-	-
55 ex. 554	Automotive dealers	10	8	24 910	21 791	2 486	2 098	640	545	150	134
554	Gasoline service stations	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
56	Apparel and accessory stores	14	13	8 761	8 157	1 638	1 543	383	361	205	190
561	Men's and boys' clothing and furnishings stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
565	Family clothing stores	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
566	Shoe stores	7	6	1 956	1 632	267	218	56	46	34	28
564, 9	Other apparel and accessory stores	-	-	-	-	-	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores	11	10	4 935	4 662	583	540	132	120	46	43
5712	Furniture stores	5	5	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishing stores	-	-	-	-	-	-	-	-	-	-
572, 3	Household appliance, radio, television, and music stores	6	5	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
58	Eating and drinking places	4	3	1 240	1 111	340	283	80	64	74	57
5812	Eating places	4	3	1 240	1 111	340	283	80	64	74	57
5813	Drinking places	-	-	-	-	-	-	-	-	-	-
591	Drug and proprietary stores	2	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
59 ex. 591	Miscellaneous retail stores ⁷	11	9	2 578	2 574	400	397	87	85	56	53
592	Liquor stores	-	-	-	-	-	-	-	-	-	-
594	Miscellaneous shopping goods stores ⁸	6	5	1 728	1 725	268	266	55	54	27	25
5944	Jewelry stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5947	Gift, novelty, and souvenir shops	3	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5949	Sewing, needlework, and piece goods stores	-	-	-	-	-	-	-	-	-	-
5992	Florists	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

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⁶May include data not covered by SIC 541.

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Table 3. Statistics by Selected Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1982

[Data for kind-of-business detail may not add to broader kind-of-business totals. Only those kinds of business without suppressed data are shown. In some instances, however, kinds of business for which data are suppressed are included to indicate their relationship to component kinds of business. For meaning of abbreviations and symbols, see introductory text. For definitions of SMSA, see appendix D. For description of MRC boundaries, see appendix I]

SIC code	Kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
	MRC NO. 1					
	Retail stores ^{1 2 3}	128	128 721	15 533	3 654	1 978
	Retail stores (establishments with payroll) ²	122	128 196	15 533	3 654	1 978
53	General merchandise group stores	5	78 484	8 608	2 029	991
531	Department stores (incl. leased depts.) ^{4 5}	4	77 823	(NA)	(NA)	(NA)
54	Food stores	7	2 004	212	43	42
541	Grocery stores	3	858	55	10	15
56	Apparel and accessory stores	55	22 985	2 906	671	401
561	Men's and boys' clothing and furnishings stores	8	4 911	589	152	77
562, 3, 8	Women's clothing and specialty stores and furriers	22	10 039	1 056	248	172
566	Shoe stores	22	6 780	1 142	244	131
57	Furniture, home furnishings, and equipment stores	6	4 448	601	145	55
572, 3	Household appliance, radio, television, and music stores	6	4 448	601	145	55
58	Eating and drinking places	11	7 869	1 728	410	270
591	Drug and proprietary stores	3	1 448	127	31	21
59 ex. 591	Miscellaneous retail stores	35	10 958	1 351	325	198
594	Miscellaneous shopping goods stores	28	9 468	1 173	284	166
5944	Jewelry stores	6	2 561	384	100	45
5947	Gift, novelty, and souvenir shops	9	2 192	270	65	36

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Includes sales from catalog order desks located in department stores.

⁵Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

Table 1. Statistics by Kind of Business for Major Retail Centers, Central Business Districts, Cities With Central Business Districts, and the Standard Metropolitan Statistical Area: 1982

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For descriptions of MRC and CBD boundaries, see appendix I]

SIC code	Kind of business	Standard metropolitan statistical area	Parkersburg, W. Va.		Marietta, Ohio		Major retail centers	
			City	Central business district	City	Central business district	No. 2	No. 3
	Retail stores^{1 2 3}:							
	Number	1 256	439	70	235	79	40	111
	Sales (\$1,000)	755 227	331 202	43 048	159 769	37 913	(D)	(D)
	Annual payroll (\$1,000)	88 133	41 361	7 031	18 563	5 127	4 934	14 036
	Paid employees for pay period including March 12, 1982	10 599	4 660	824	2 316	619	475	1 817
	Retail stores (establishments with payroll)²:							
	Number	902	333	58	186	70	37	108
	Sales (\$1,000)	741 646	327 865	42 521	158 097	37 479	39 107	108 569
54, 58, 591	Convenience goods stores:							
	Number	364	145	12	75	24	16	24
	Sales (\$1,000)	262 587	121 545	5 965	(D)	(D)	21 090	(D)
53, 56, 57, 594	Shopping goods stores (GAF)^{4 5}:							
	Number	235	80	33	47	26	12	73
	Sales (\$1,000)	197 479	(D)	19 209	(D)	(D)	6 976	86 764
52, 55, 59, ex. 591, 4	All other stores:							
	Number	303	108	13	64	20	9	11
	Sales (\$1,000)	281 580	(D)	17 347	50 639	11 543	11 041	(D)
	NUMBER OF ESTABLISHMENTS							
	Retail stores^{1 2 3}	1 256	439	70	235	79	40	111
	Retail stores (establishments with payroll)²	902	333	58	186	70	37	108
52	Building materials, hardware, garden supply, and mobile home dealers	45	14	3	7	5	1	1
525	Hardware stores	9	4	1	2	2	1	-
52 ex 525	Other	36	10	2	5	3	-	1
53	General merchandise group stores	30	12	4	7	2	2	7
531	Department stores (incl. leased depts.) ^{5 6}	16	6	1	5	1	1	5
533	Department stores (excl. leased depts.) ⁵	16	6	1	1	1	1	5
539	Variety stores	7	4	3	1	-	-	1
	Miscellaneous general merchandise stores	7	2	-	1	1	1	1
54	Food stores⁷	121	47	1	19	5	5	9
541	Grocery stores	99	39	1	12	3	5	3
55 ex. 554	Automotive dealers	82	34	3	16	4	2	2
554	Gasoline service stations	93	23	1	22	2	2	-
56	Apparel and accessory stores	75	27	13	14	8	4	36
561	Men's and boys' clothing and furnishings stores	9	2	2	3	2	-	4
562, 3, 8	Women's clothing and specialty stores and furriers	27	8	3	3	1	3	15
562	Women's ready-to-wear stores	22	6	2	2	-	2	14
565	Family clothing stores	7	3	(S)	1	1	-	2
566	Shoe stores	30	13	5	7	4	1	14
564, 9	Other apparel and accessory stores	2	1	-	-	-	-	1
57	Furniture, home furnishings, and equipment stores	61	21	7	11	4	3	8
5712	Furniture stores	23	8	3	5	1	1	2
5713, 4, 9	Home furnishing stores	12	4	1	2	1	-	-
572, 3	Household appliance, radio, television, and music stores	26	9	3	4	2	2	6
58	Eating and drinking places	215	83	9	51	16	9	12
5812	Eating places	169	68	8	36	7	9	12
5813	Drinking places	46	15	1	15	9	-	-
591	Drug and proprietary stores	28	15	2	5	3	2	3
59 ex. 591	Miscellaneous retail stores^c	152	57	15	34	21	7	30
592	Liquor stores	17	6	1	5	3	2	-
594	Miscellaneous shopping goods stores ⁹	69	20	9	15	12	3	22
5944	Jewelry stores	12	4	4	3	3	5	7
5947	Gift, novelty, and souvenir shops	15	2	-	4	-	1	2
5949	Sewing, needlework, and piece goods stores	7	3	-	1	-	1	2
5992	Florists	13	5	1	2	2	1	2

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁵Includes sales from catalog order desks located in department stores.

⁶Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

⁷May include data not covered by SIC 541.

⁸May include data not covered by SIC's 592, 594, and 5992.

⁹May include data not covered by SIC's 5944, 5947, and 5949.

Table 2. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1982

[For meaning of abbreviations and symbols, see introductory text. For definition of terms "adjusted" and "unadjusted" and for indication of comparability of 1982 CBD data and 1977 CBD data, see Comparability of 1977 and 1982 Censuses in appendix A. For definition of SMSA, see appendix D. For comparative CBD sales statistics, 1977 and 1982, see appendix H. For description of CBD boundaries, see appendix I.]

SIC code	Kind of business	Establishments		Sales		Annual payroll		First quarter payroll		Paid employees for pay period including March 12	
		Adjusted (number)	Unadjusted (number)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (number)	Unadjusted (number)
	PARKERSBURG, W. VA. CBD										
	Retail stores ^{1 2 3}	70	63	43 048	39 375	7 031	6 542	1 781	1 630	824	744
	Retail stores (establishments with payroll) ²	58	52	42 521	38 895	7 031	6 542	1 781	1 630	824	744
52	Building materials, hardware, garden supply, and mobile home dealers	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
525	Hardware stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
52 ex. 525	Other	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
53	General merchandise group stores	4	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
531	Department stores (incl. leased depts.) ^{4 5}	1	1	(D)	(D)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ⁴	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
533	Variety stores	3	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	-	-	-	-	-	-	-	-	-	-
54	Food stores ⁶	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
541	Grocery stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
554	Gasoline service stations	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
56	Apparel and accessory stores	13	11	3 663	3 042	612	520	148	125	80	71
561	Men's and boys' clothing and furnishings stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	3	3	591	561	128	117	31	28	24	20
562	Women's ready-to-wear stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
565	Family clothing stores	(S)	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
566	Shoe stores	5	5	1 050	1 024	201	199	54	53	20	20
564, 9	Other apparel and accessory stores	-	-	-	-	-	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores	7	6	5 711	5 159	1 028	938	262	239	80	71
5712	Furniture stores	3	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishing stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	3	3	649	568	121	103	29	24	15	13
58	Eating and drinking places	9	9	4 845	4 845	1 107	1 107	247	247	145	145
5812	Eating places	8	8	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5813	Drinking places	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
591	Drug and proprietary stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
59 ex. 591	Miscellaneous retail stores ⁷	15	13	4 216	3 989	586	562	170	164	60	55
592	Liquor stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores ⁸	9	7	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5944	Jewelry stores	4	3	1 623	1 508	324	307	105	102	22	19
5947	Gift, novelty, and souvenir shops	-	-	-	-	-	-	-	-	-	-
5949	Sewing, needlework, and piece goods stores	-	-	-	-	-	-	-	-	-	-
5992	Florists	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of terms "adjusted" and "unadjusted" and for indication of comparability of 1982 CBD data and 1977 CBD data, see Comparability of 1977 and 1982 Censuses in appendix A. For definition of SMSA, see appendix D. For comparative CBD sales statistics, 1977 and 1982, see appendix H. For description of CBD boundaries, see appendix I.]

SIC code	Kind of business	Establishments		Sales		Annual payroll		First quarter payroll		Paid employees for pay period including March 12	
		Adjusted (number)	Unadjusted (number)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (number)	Unadjusted (number)
	MARIETTA, OHIO CBD										
	Retail stores ^{1 2 3}	79	71	37 913	36 150	5 127	4 914	1 231	1 183	619	595
	Retail stores (establishments with payroll) ²	70	64	37 479	35 816	5 127	4 914	1 231	1 183	619	595
52	Building materials, hardware, garden supply, and mobile home dealers	5	4	1 082	975	169	144	43	37	34	30
525	Hardware stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
52 ex 525	Other	3	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
53	General merchandise group stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
531	Department stores (incl. leased depts.) ^{4 5}	1	1	(D)	(D)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ⁴	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
533	Variety stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
54	Food stores ⁶	5	5	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
541	Grocery stores	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	4	3	7 352	6 748	751	698	150	139	46	42
554	Gasoline service stations	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
56	Apparel and accessory stores	8	7	4 538	4 459	784	767	228	223	108	105
561	Men's and boys' clothing and furnishings stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
565	Family clothing stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
566	Shoe stores	4	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	-	-	-	-	-	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores	4	4	749	749	124	124	30	30	15	15
5712	Furniture stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishing stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
58	Eating and drinking places	16	14	3 137	2 674	861	792	184	169	132	122
5812	Eating places	7	6	910	671	190	158	26	21	30	26
5813	Drinking places	9	8	2 227	2 003	671	634	158	148	102	96
591	Drug and proprietary stores	3	3	9 842	9 842	861	861	200	200	90	90
59 ex. 591	Miscellaneous retail stores ⁷	21	20	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
592	Liquor stores	3	3	759	759	96	96	25	25	16	16
594	Miscellaneous shopping goods stores ⁸	12	11	3 277	3 210	606	595	157	154	59	58
5944	Jewelry stores	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5947	Gift, novelty, and souvenir shops	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5949	Sewing, needlework, and piece goods stores	-	-	-	-	-	-	-	-	-	-
5992	Florists	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Includes sales from catalog order desks located in department stores.

⁵Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

⁶May include data not covered by SIC 541.

⁷May include data not covered by SIC's 592, 594, and 5992.

⁸May include data not covered by SIC's 5944, 5947, and 5949.

Table 3. Statistics by Selected Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1982

[Data for kind-of-business detail may not add to broader kind-of-business totals. Only those kinds of business without suppressed data are shown. In some instances, however, kinds of business for which data are suppressed are included to indicate their relationship to component kinds of business. For meaning of abbreviations and symbols, see introductory text. For definitions of SMSA, see appendix D. For description of MRC boundaries, see appendix I.]

SIC code	Kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
	MRC NO. 2					
	Retail stores ^{1 2 3}	40	(D)	4 934	1 061	475
	Retail stores (establishments with payroll) ²	37	39 107	4 934	1 061	475
54	Food stores	5	14 740	1 856	335	104
56	Apparel and accessory stores	4	846	112	28	25
57	Furniture, home furnishings, and equipment stores	3	1 134	139	31	11
59 ex. 591	Miscellaneous retail stores	7	2 297	175	44	28
	MRC NO. 3					
	Retail stores ^{1 2 3}	111	(D)	14 036	3 204	1 817
	Retail stores (establishments with payroll) ²	108	108 569	14 036	3 204	1 817
53	General merchandise group stores	7	57 444	6 878	1 545	821
531	Department stores (incl. leased depts.) ^{4 5}	5	57 847	(NA)	(NA)	(NA)
54	Food stores	9	12 177	1 457	328	122
56	Apparel and accessory stores	36	15 817	1 881	436	271
561	Men's and boys' clothing and furnishings stores	4	1 146	155	34	27
562, 3, 8	Women's clothing and specialty stores and furriers	15	8 305	872	199	134
566	Shoe stores	14	4 244	543	131	76
57	Furniture, home furnishings, and equipment stores	8	3 740	498	126	62
58	Eating and drinking places	12	5 211	1 242	265	285
59 ex. 591	Miscellaneous retail stores	30	11 359	1 697	413	212
594	Miscellaneous shopping goods stores	22	9 763	1 384	327	152
5947	Gift, novelty, and souvenir shops	7	856	137	26	17

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Includes sales from catalog order desks located in department stores.

⁵Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

Table 1. Statistics by Kind of Business for Major Retail Centers, Central Business Districts, Cities With Central Business Districts, and the Standard Metropolitan Statistical Area: 1982

[For meaning of abbreviations and symbols, see introductory text. For delinon of SMSA, see appendix D. For descriptions of MRC and CBD boundaries, see appendix I]

SIC code	Kind of business	Standard metropolitan statistical area	Wheeling		Major retail centers	
			City	Central business district	No. 1	No. 2
	Retail stores^{1 2 3}:					
	Number	1 428	442	123	111	44
	Sales (\$1,000)	800 346	252 120	74 801	(D)	(D)
	Annual payroll (\$1,000)	96 063	36 933	15 868	15 249	4 203
	Paid employees for pay period including March 12, 1982	11 768	4 297	1 812	2 082	613
	Retail stores (establishments with payroll)²:					
	Number	1 046	337	115	108	43
	Sales (\$1,000)	780 313	247 861	74 227	120 651	34 657
54, 58, 591	Convenience goods stores:					
	Number	433	142	35	19	19
	Sales (\$1,000)	293 943	(D)	(D)	20 990	12 796
53, 56, 57, 594	Shopping goods stores (GAF)^{4 5}:					
	Number	292	98	57	85	9
	Sales (\$1,000)	221 936	65 891	44 395	96 256	9 594
52, 55, 59, ex. 591, 4	All other stores:					
	Number	321	97	23	4	15
	Sales (\$1,000)	264 434	(D)	(D)	3 405	12 267
	NUMBER OF ESTABLISHMENTS					
	Retail stores^{1 2 3}	1 428	442	123	111	44
	Retail stores (establishments with payroll)²	1 046	337	115	108	43
52	Building materials, hardware, garden supply, and mobile home dealers	47	9	3	-	1
525	Hardware stores	16	2	1	-	-
52 ex. 525	Other	31	7	2	-	-
53	General merchandise group stores	38	11	6	8	3
531	Department stores (incl. leased depts.) ^{5 6}	15	3	2	6	2
531	Department stores (excl. leased depts.) ⁵	15	3	2	6	2
533	Vanity stores	10	3	1	1	1
539	Miscellaneous general merchandise stores	13	5	3	1	-
54	Food stores⁷	145	49	6	5	3
541	Grocery stores	116	37	2	1	2
55 ex. 554	Automotive dealers	70	17	4	-	9
554	Gasoline service stations	104	25	1	1	5
56	Apparel and accessory stores	109	24	16	51	2
561	Men's and boys' clothing and furnishings stores	16	4	3	6	-
562, 3, 8	Women's clothing and specialty stores and furriers	42	11	6	20	-
562	Women's ready-to-wear stores	37	8	5	21	-
565	Family clothing stores	9	3	1	3	-
566	Shoe stores	38	6	6	21	2
564, 9	Other apparel and accessory stores	4	-	-	-	-
57	Furniture, home furnishings, and equipment stores	74	34	19	8	3
5712	Furniture stores	19	8	3	-	1
5713, 4, 9	Home furnishing stores	17	6	-	2	1
572, 3	Household appliance, radio, television, and music stores	38	20	16	6	1
58	Eating and drinking places	246	81	26	12	14
5812	Eating places	169	55	20	11	11
5813	Drinking places	77	26	6	1	3
591	Drug and proprietary stores	42	12	3	2	2
59 ex. 591	Miscellaneous retail stores⁸	171	75	31	21	1
592	Liquor stores	22	9	2	-	-
594	Miscellaneous shopping goods stores ⁹	71	29	16	18	1
5944	Jewelry stores	10	5	5	3	-
5947	Gift, novelty, and souvenir shops	20	8	2	6	1
5949	Sewing, needlework, and piece goods stores	4	1	1	2	-
5992	Florists	16	6	2	-	-

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁵Includes sales from catalog order desks located in department stores.

⁶Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

⁷May include data not covered by SIC 541.

⁸May include data not covered by SIC's 592, 594, and 5992.

⁹May include data not covered by SIC's 5944, 5947, and 5949.

Table 2. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1982

[For meaning of abbreviations and symbols, see introductory text. For definition of terms "adjusted" and "unadjusted" and for indication of comparability of 1982 CBD data and 1977 CBD data, see Comparability of 1977 and 1982 Censuses in appendix A. For definition of SMSA, see appendix D. For comparative CBD sales statistics, 1977 and 1982, see appendix H. For description of CBD boundaries, see appendix I.]

SIC code	Kind of business	Establishments		Sales		Annual payroll		First quarter payroll		Paid employees for pay period including March 12	
		Adjusted (number)	Unadjusted (number)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (number)	Unadjusted (number)
	WHEELING CBD										
	Retail stores ^{1 2 3}	123	119	74 801	74 430	15 868	15 411	3 900	3 781	1 812	1 725
	Retail stores (establishments with payroll) ²	115	111	74 227	73 867	15 868	15 411	3 900	3 781	1 812	1 725
52	Building materials, hardware, garden supply, and mobile home dealers	3	3	626	624	95	94	22	21	13	13
525	Hardware stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
52 ex. 525	Other	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
53	General merchandise group stores	6	6	16 430	16 430	6 583	6 583	1 724	1 724	662	662
531	Department stores (incl. leased depts.) ^{4 5}	2	2	(D)	(D)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ⁴	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
533	Variety stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	3	3	693	693	51	51	12	12	9	9
54	Food stores ⁶	6	6	1 477	1 463	254	244	65	60	45	41
541	Grocery stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	4	4	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
554	Gasoline service stations	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
56	Apparel and accessory stores	16	16	7 653	7 653	1 756	1 756	424	424	229	229
561	Men's and boys' clothing and furnishings stores	3	3	2 232	2 232	583	583	141	141	61	61
562, 3, 8	Women's clothing and specialty stores and furriers	6	6	3 833	3 833	916	916	218	218	132	132
562	Women's ready-to-wear stores	5	5	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
565	Family clothing stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
566	Shoe stores	6	6	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	-	-	-	-	-	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores	19	17	10 395	10 370	1 628	1 614	393	389	169	167
5712	Furniture stores	3	3	6 959	6 959	1 057	1 057	243	243	101	101
5713, 4, 9	Home furnishing stores	-	-	-	-	-	-	-	-	-	-
572, 3	Household appliance, radio, television, and music stores	16	14	3 436	3 411	571	557	150	146	68	66
58	Eating and drinking places	26	24	5 556	5 391	1 857	1 493	456	361	339	264
5812	Eating places	20	18	5 065	4 900	1 751	1 387	430	335	314	239
5813	Drinking places	6	6	491	491	106	106	26	26	25	25
591	Drug and proprietary stores	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
59 ex. 591	Miscellaneous retail stores ⁷	31	31	12 017	12 017	2 196	2 196	496	496	257	257
592	Liquor stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores ⁸	16	16	9 917	9 917	1 851	1 851	419	419	199	199
5944	Jewelry stores	5	5	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5947	Gift, novelty, and souvenir shops	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5949	Sewing, needlework, and piece goods stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5992	Fleurists	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Includes sales from catalog order desks located in department stores.

⁵Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

⁶May include data not covered by SIC 541.

⁷May include data not covered by SIC's 592, 594, and 5992.

⁸May include data not covered by SIC's 5944, 5947, and 5949.

Table 3. Statistics by Selected Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1982

[Data for kind-of-business detail may not add to broader kind-of-business totals. Only those kinds of business without suppressed data are shown. In some instances, however, kinds of business for which data are suppressed are included to indicate their relationship to component kinds of business. For meaning of abbreviations and symbols, see introductory text. For definitions of SMSA, see appendix D. For description of MRC boundaries, see appendix I.]

SIC code	Kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
	MRC NO. 1					
	Retail stores ^{1 2 3}	111	(D)	15 249	3 468	2 082
	Retail stores (establishments with payroll) ²	108	120 651	15 249	3 468	2 082
53	General merchandise group stores	8	70 817	8 711	1 960	1 150
531	Department stores (incl. leased depts.) ^{4 5}	6	60 211	(NA)	(NA)	(NA)
56	Apparel and accessory stores	51	16 487	2 165	493	313
561	Men's and boys' clothing and furnishings stores	6	1 524	217	52	33
562, 3, 8	Women's clothing and specialty stores and furrers	21	8 516	1 027	230	142
566	Shoe stores	21	5 293	784	184	115
57	Furniture, home furnishings, and equipment stores	8	3 257	394	94	42
58	Eating and drinking places	12	7 226	1 554	351	289
59 ex. 591	Miscellaneous retail stores	21	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	18	5 695	821	198	129
5944	Jewelry stores	3	1 166	198	62	32
5947	Gift, novelty, and souvenir shops	6	1 516	237	54	30
	MRC NO. 2					
	Retail stores ^{1 2 3}	44	(D)	4 203	948	613
	Retail stores (establishments with payroll) ²	43	34 657	4 203	948	613
55 ex. 554	Automotive dealers	9	7 448	725	157	62
554	Gasoline service stations	5	3 316	128	26	14
58	Eating and drinking places	14	5 616	1 355	331	261
5812	Eating places	11	5 347	1 282	314	252
5813	Drinking places	3	269	73	17	9

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Includes sales from catalog order desks located in department stores.

⁵Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

APPENDIX A.

General Explanation

CENSUS COVERAGE AND METHODOLOGY

Structure and method of enumeration—Firms in the 1982 Census of Retail Trade were divided into the nonmail universe and mail universe. The coverage and the method of obtaining census information from each follow:

1. The nonmail universe consists of firms which were not required to file a regular census return and includes:

- a. All nonemployers, i.e., all firms with no paid employees during 1982. Sales information for them was obtained from administrative records of other Federal agencies. Although consisting of a large number of firms, nonemployers account for less than 5 percent of total retail sales.

The census included only those retail nonemployer firms which reported a sales volume of \$1,000 or more during 1982 plus firms in operation for less than the full year that reported sales which, if projected to an annual basis, would have reached a total of \$1,000 or more. This change in qualifications for the 1982 census is described in the Comparability of the 1977 and 1982 Censuses section below.

- b. Selected small employers, i.e., single-establishment firms with payroll below a specified cutoff. (The term "employers" refers to all business firms with paid employees at any time during 1982 as shown in the active administrative records of other Federal agencies.) Although the payroll cutoff varied by kind of business, small employers generally included firms with one to three employees and represented about 10 percent of total retail sales.

Data on sales, payroll, and employment for employer firms below the cutoff were derived or estimated from the administrative records of other Federal agencies, except for a 10-percent sample which was included in the mail universe.

2. The mail universe consists of firms for which information was obtained basically by means of a mail canvass and includes:

- a. Large employers, i.e., all employer firms above the payroll size cutoff established to separate large from small employers. Within this category, a report of company organization is conducted periodically to identify firms which operated establishments at more than one location and to obtain information on payroll and mid-March employment at each location. The 1981 Report of Company Organization was used as a coverage check in the census. In the census mailing package containing the appropriate 1982 questionnaires, firms were sent a form to use in updating the list of establishments with those opened since 1981.

- b. The 10-percent sample of small employers referred to in section 1b above which were sent the census mailing packages containing the appropriate 1982 questionnaires.

Method of classifying kinds of business—The retail trade classifications for all establishments were based on the Standard Industrial Classification (SIC) Manual.¹ However, the method of assigning these classifications, and the level of detail at which establishments were classified, differed between the nonmail and mail universes as follows:

1. The nonmail universe.

- a. All nonemployers were classified inside or outside of retail trade on the basis of information obtained from other Federal agencies. Data are not provided for nonemployers by kind of business as planned for 1982 because a substantial number of the nonemployer records, obtained from the Internal Revenue Service (IRS), were miscoded by the IRS into miscellaneous categories rather than being classified in the specific kind of business.

- b. Selected small employers were classified on the basis of the most current census kind-of-business classification available from one of the Bureau's current sample surveys or the 1977 census. Otherwise, the classification was obtained from the administrative records of other Federal agencies.

If the census or administrative record classifications proved inadequate (none corresponded to a census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a 1982 census kind-of-business code.

2. Establishments in the mail universe were classified on the basis of their self designation and answers to questions on sales by merchandise lines and other special inquiries.

COMPARABILITY OF THE 1977 AND 1982 CENSUSES

The 1977 and 1982 censuses were conducted under similar conditions and procedures except for the following:

Geographic areas—The boundaries of a number of areas for which data are shown in the 1982 census are not the same as in the 1977 census because of annexations, other boundary changes, redefinitions of SMSA's, and changes in qualifying criteria since 1977.

Also, improved methods, used in the 1982 census for determining the proper geographic areas into which businesses are tabulated within a given county, resulted in a number of businesses that were not tabulated as part of the "remainder of county" statistics in previous censuses being included within the "remainder of county" for 1982.

Leased departments—In 1977 and in prior censuses, data for leased departments were consolidated with the data for stores

¹Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 041-001-00066-6. 1977 Supplement. Stock No. 003-005-00176-0.

in which they were located. In the 1982 census, each leased department was treated as a separate establishment and was classified according to the kind of business it conducted. For example, in the 1977 reports, data for a leased department selling shoes were included in the kind-of-business statistics of the lessor store. For the 1982 reports, however, a leased department selling shoes would be considered a separate retail establishment under the "shoe store" classification. It should also be noted that in the 1982 classifications (with the exception of department stores for which leased department data are recognized for classification purposes), the procedure which separated the leased department from the main store might have affected the kind-of-business code assigned to a relatively small number of main stores, because the coding procedure did not take into account the lines of merchandise carried by the leased department.

Due to the relatively high level of leased department activity in department stores, department store sales summaries for 1982 have been separately presented for the following classifications:

Department stores (incl. leased depts.)

Department stores (excl. leased depts.)

Nonemployer firms—In 1977, the census included any retail nonemployer firm which reported a sales volume of \$2,500 or more, plus firms in operation for less than the full year that reported sales which, if projected to an annual basis, would have reached a total of \$2,500 or more. In the 1982 census, nonemployer firms are included if, on an annual basis, they reported a sales volume of at least \$1,000. This change was made so that establishments will be included in the retail census based on the same criterion used for including establishments in the other economic censuses, i.e., \$1,000. Had the 1982 criterion been applied in the 1977 Census of Retail Trade, an additional 62,000 nonemployers with sales of \$120.6 million would have been included.

In 1977 and prior censuses, the combined data for all establishments (nonemployer firms plus establishments of employer firms) were presented for selected kind-of-business classifications, including all 2-digit major industry groups. For these censuses, data for nonemployer firms were obtained from administrative records of the Internal Revenue Service (IRS) based on business tax returns. For 1982, data for nonemployers and the combined data for all establishments are presented only at the retail trade total level for all geographic areas. These data could not be published by kind of business as planned because many businesses were miscoded by the IRS into various miscellaneous categories rather than in the specific kind of business. As a result, when the IRS supplied the Bureau of the Census with the kind-of-business codes derived from information reported by businesses for 1982 on IRS form 1040, schedule C, the Bureau found that there were proportionately far more businesses classified in miscellaneous categories for 1982 than for 1977. The Bureau of the Census and the IRS are taking steps to ensure that data can be published for all establishments by kind of business in the 1987 and subsequent censuses.

Central business districts—In 1982, two sets of kind-of-business data are provided for central business districts (CBD's): "adjusted" and "unadjusted." In the 1977 reports, only unadjusted data were provided. Unadjusted CBD data refer to the

summation of data for those establishments which could be identified, based on address, as being in the CBD. However, some records, particularly those of small establishments for which information is derived from administrative records of other Federal agencies, have addresses that are inadequate for determining if they are in the CBD.

Therefore, for 1982 the Bureau proportionately allocated data to the CBD for establishments for which address records were inadequate to determine if they were inside or outside the CBD. The resulting "adjusted" data provide more realistic estimates of retail trade in each CBD. The adjustment process allocated data for the establishments that could not be coded in each CBD city to either "inside" or "outside" the CBD in the same ratio as the associated data for establishments with addresses that could be coded. The adjustment process was separately applied to each data item (number of establishments, sales, annual payroll, and number of employees) for each kind-of-business level for which data are presented for each CBD.

The 1977 CBD statistics and the 1982 "unadjusted" statistics are based on comparable procedures and are believed to be directly comparable. The 1982 "unadjusted" statistics are shown to provide a means of comparing 1977 and 1982 CBD data and to provide measures (the differences between the adjusted and unadjusted data) of the estimation for establishments with inadequate addresses.

Nonstore retailers (SIC 596)—Although nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments) were included in the 1977 Census of Retail Trade, data for nonstore retailers were excluded from the Major Retail Centers reports. For 1982, nonstore retailers are also included in the Major Retail Centers reports. Nonstore retailers account for a negligible portion of total retail trade in most MRC's and CBD's.

EXPLANATION OF TERMS

Establishments—An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one establishment or more. Census of retail trade figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records of other Federal agencies were used instead of a census report, no information was available on the number of locations operated. Estimates of this number were derived from a sample and will be provided in the retail trade report, Miscellaneous Subjects, RC82-I-4. Each retail establishment was tabulated according to the physical location at which the business was conducted. The count of establishments in this publication represents the number in business at the end of the year.

A comparison of the number of establishments in business at the end of the year versus the number active any time during the year for the United States as a whole is presented for establishments with payroll, by kind-of-business group, and for all establishments, only for total retail trade, in appendix G of the United States Summary report of the Geographic Area series, RC82-A-52.

When two activities or more were carried on at a single location under a single ownership, all activities generally were

grouped together as a single establishment. The entire establishment was classified on the basis of its major activity and all data for it were included in that classification. However, when distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and when conditions prescribed by the SIC manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were obtained in the census.

Firms—A firm is a business organization or entity consisting of one domestic establishment (location) or more under common ownership or control. For economic census purposes, the terms firm and company are synonymous.

Sales—Sales include merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed on to the retailer.

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales do not include carrying or other credit charges; sales (or other) taxes collected from customers and forwarded to taxing authorities; commissions from vending machine operators; and nonoperating income from such sources as investments, rental or sale of real estate, etc.

Sales in this report do not include retail sales made by manufacturers, wholesalers, service establishments, or other businesses whose primary activity is other than retail trade. They do include receipts other than from the sale of merchandise at retail, e.g., service receipts, sales to industrial users, and sales to other retailers, by establishments primarily engaged in retail trade.

Although the count of establishments in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Annual payroll—Payroll includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind (e.g., free meals and lodgings), paid during the year to all employees. Tips and gratuities received by employees from patrons and reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the IRS on form 941.

First quarter payroll—This item consists of payroll, as defined above, paid to persons employed at any time during the quarter January to March 1982.

Paid employees for pay period including March 12—Paid employees consist of the full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses. The definition of paid employees is the same as that used on IRS form 941.

Auxiliary establishments—Each company included in this census was asked to identify and report separately those auxiliary locations whose primary functions were to manage, administer, service, or support the activities of the other establishments of the company. Data for auxiliaries which primarily service retail establishments are presented for selected industrial classifications in tables included in the United States Summary report of the Geographic Area series, RC82-A-52. Data for auxiliaries are presented for more detailed industry breakdowns in a subsequent report issued as part of the 1982 Enterprise Statistics reports.

ALL ESTABLISHMENTS VERSUS ESTABLISHMENTS WITH PAYROLL

The tables in this report present data for two major categories of establishments: All establishments and establishments with payroll.

Table 3. Statistics by Selected Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1982

[Data for kind-of-business detail may not add to broader kind-of-business totals. Only those kinds of business without suppressed data are shown. In some instances, however, kinds of business for which data are suppressed are included to indicate their relationship to component kinds of business. For meaning of abbreviations and symbols, see introductory text. For definitions of SMSA, see appendix D. For description of MRC boundaries, see appendix I.]

SIC code	Kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
	MRC NO. X					
	Retail stores ^{1 2 3}	130	73 530	9 853	2 683	1 003
	Retail stores (establishments with payroll) ²	117	71 810	9 853	2 683	1 003

The term "all establishments" includes those without payroll ("mom and pop" operators) and those with payroll. The number and sales of establishments without payroll is determined by subtracting data for establishments with payroll from data for all establishments.

As shown in the table on the previous page:

130	(Number of total establishments)
- 117	(Number of establishments with payroll)
13	(Number of establishments without payroll)

The sales of the 13 establishments is \$1,720 (000).

As explained in the "Comparability of 1977 and 1982 Censuses," data are shown by kind of business only for establishments with payroll.

KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, major groups 52 through 59 in the 1972 SIC manual, includes establishments engaged in selling merchandise for personal or household consumption and in rendering services incidental to the sale of the goods. Exceptions are necessitated by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Establishments engaged in selling products to the general public from displayed merchandise, such as typewriters, stationery, or gasoline, are classified in retail trade even though such products may not be used for personal or household consumption. However, establishments that sell exclusively to business establishments, institutional and industrial users, or contractors are classified in wholesale trade.

Other important characteristics of retail trade establishments are that they are usually fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive as well as sell merchandise; they may process their products, although processing is incidental or subordinate to selling; and they are considered as retail in the trade. Not all of these characteristics need be present and some are modified by trade practice.

Establishments covered by the census were assigned kind-of-business classifications according to the industry classifications defined in the 1972 SIC manual. When a more detailed classification was needed than that defined in the SIC manual, more kinds of business were identified within an SIC.

In general, retail establishments were classified according to the principal lines of commodities sold (groceries, hardware, etc.), or the usual trade designation (drug store, cigar store, etc.).

Kind-of-business classifications are not interchangeable with commodity classifications; most businesses sell several kinds of commodities. The kind-of-business code generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the food stores classification excludes stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as food stores, some of their receipts may be derived from the sale of nonfood products. (Information on the extent to which

various broad groups of commodities, or merchandise lines, sold by different kinds of business is available in the 1982 Census of Retail Trade report, Merchandise Line Sales, RC82-I-3.)

Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes. It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales; these establishments are known as retail in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

Hardware stores (SIC 525)—Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc. Establishments primarily engaged in selling used general merchandise are classified in SIC 593, and those selling general merchandise by mail, vending machine, or direct selling are classified in SIC 596.

Department stores (SIC 531)—Establishments normally employing 25 people or more, having sales of apparel and soft goods combined amounting to 20 percent or more of total sales, and selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, and radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

The employment and lines of merchandise sold in leased departments are both taken into account when classifying a department store.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total store sales. An establishment with total sales of \$10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups are \$1 million or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Due to the relatively high level of leased department activity in department stores, department store sales have been separately presented for the following classifications:

Department stores (incl. leased depts.)

Department stores (excl. leased depts.)

Variety stores (SIC 533)—Establishments engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

Miscellaneous general merchandise stores (SIC 539)—Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores but normally having less than 25 employees, and stores usually known as country general stores are included here. Also included are most catalog showrooms and establishments whose sales of apparel or furniture and home furnishings exceed half of their total sales, providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared foods and drinks for consumption on the premises are classified in major group 58, and stores primarily engaged in selling packaged beers and liquors are classified in SIC 5921.

Grocery stores (SIC 541)—Establishments primarily selling (1) a wide variety of canned or frozen foods such as vegetables, fruits, and soups; (2) packaged or bulk dry groceries, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers, and (3) other processed foods and nonedible grocery items. These establishments often also sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats. Establishments commonly known as supermarkets, food stores, and delicatessens are included if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

Automotive Dealers and Gasoline Service Stations (SIC Major Group 55)

This major group includes retail dealers selling new and used automobiles, boats, recreational vehicles and utility trailers, and motorcycles and mopeds; dealers selling new automobile parts and accessories, and gasoline service stations selling gasoline and lubricating oils. It includes establishments dealing exclusively in used automobiles, but not establishments dealing exclusively in used parts (SIC 5931). Also included are automobile repair shops maintained by establishments engaged in the sale of new

automobiles. Automotive distributors, the greater part of whose sales are to dealers or to institutional or industrial users, are classified in wholesale trade.

Gasoline service stations (SIC 554)—Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of gasoline and automotive lubricants are included.

Apparel and Accessory Stores (SIC Major Group 56)

This major group includes retail stores primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included are establishments which meet the criteria for Department stores (SIC 531) or Miscellaneous general merchandise stores (SIC 539) even though most of their receipts are from the sale of apparel and apparel accessories.

Men's and boys' clothing and furnishings stores (SIC 561)—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel.

Women's clothing and specialty stores and furriers (SIC 562, 563, and 568)—Comprise the following industries:

Women's ready-to-wear stores (SIC 562)—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, (2) sales of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, skirts, slacks, coats, suits, and furs are two or more times greater than the sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories.

Women's specialty stores and furriers (SIC 563 and 568)—Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, hats, foundation garments, lingerie, negligees, robes, and fur coats and other fur apparel.

Family clothing stores (SIC 565)—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' apparel items, and (3) sales of men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566)—Establishments primarily selling shoes and other footwear. Accessories are frequently sold. Included are men's shoe stores, women's shoe stores, children's and juveniles' shoe stores, and family shoe stores.

Other apparel and accessory stores (SIC 564 and 569)—Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This classification also includes children's and infants' wear stores.

Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and household electrical and gas appliances. Establishments selling electrical and gas appliances are included in this group only if the major part of their sales consists of articles for home use. Dealers primarily engaged in selling antique and secondhand furniture are classified in SIC 5931. Stores primarily engaged in selling merchandise but also providing an interior decorating service are classified according to the merchandise handled. Interior designers primarily engaged in advising clients on the selection of interior decorations are classified in SIC 7399.

Furniture stores (SIC 5712)—Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radios, television sets, and floor coverings provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

Home furnishing stores (SIC 5713, 5714, and 5719)—Establishments primarily engaged in the retail sale of home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, floor coverings and related products, draperies, curtains, slipcovers, and upholstery material.

Household appliance, radio, television, and music stores (SIC 572 and 573)—Comprise the following industries:

Household appliance stores (SIC 572)—Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household appliances such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radios and television sets.

Radio and television stores (SIC 5732)—Establishments primarily engaged in the retail sale and installation of radios, television sets, home computers and software, record players, and high fidelity (hi-fi) and sound reproducing equipment. Such establishments also may sell additional lines such as household appliances, musical instruments, or records. Radio and television repair shops are classified in SIC 7622.

Record shops (SIC 5733 pt.)—Establishments primarily selling phonograph records and albums. Related merchandise is also frequently sold in these stores.

Musical instrument stores (SIC 5733 pt.)—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments. Other musical supplies may also be sold in these stores.

Eating and Drinking Places (SIC Major Group 58)

This major group includes retail establishments selling prepared food and drinks for consumption on the premises; it also includes lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption.

Eating places (SIC 5812)—Includes retail establishments which sell prepared foods and beverages for consumption on or near the premises. Included are restaurants and lunchrooms, social caterers, cafeterias, refreshment places, contract feeding locations, and ice cream and frozen custard stands.

Drinking places (alcoholic beverages) (SIC 5813)—Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, and liquor for consumption on the premises. The sale of food frequently accounts for a substantial portion of the receipts of these establishments.

Miscellaneous Retail Stores (SIC Major Group 59)

This major group includes retail establishments not elsewhere classified. These establishments fall into the following categories: Drug stores, liquor stores, used merchandise stores, miscellaneous shopping goods stores, nonstore retailers, fuel and ice dealers, florists, cigar stores and stands, news dealers and newsstands, and miscellaneous retail stores not elsewhere classified.

Drug and proprietary stores (SIC 591)—Drug stores are establishments engaged in the retail sale of prescription drugs and patent medicines. They may carry a number of related lines, such as cosmetics, toiletries, tobacco, and novelty merchandise, and may operate a soda fountain or lunch counter. These stores are classified on the basis of their usual trade designation rather than on a strict interpretation of commodities handled.

Proprietary stores are establishments generally selling the same merchandise as drug stores, except that prescriptions are not filled and sold.

Liquor stores (SIC 592)—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and liquor for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Miscellaneous shopping goods stores (SIC 594)—Comprise the following industries:

General line sporting goods stores (SIC 5941 pt.)—Establishments primarily selling a general line of sporting

goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; and gymnasium and playground equipment.

Specialty line sporting goods stores (SIC 5941 pt.)—Establishments specializing in a maximum of four lines of sporting goods and equipment such as guns, bicycles, trophies, skiing, golfing, bowling, and billiards equipment.

Book stores (SIC 5942)—Establishments primarily selling new books and periodicals. Stationery and related items may also be sold. Book clubs (not engaged in publishing) primarily selling new books through the mail are included in mail order houses (SIC 5961).

Stationery stores (SIC 5943)—Establishments primarily engaged in the retail sale of stationery such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies. Stores specializing in the sale of artists' supplies are classified in SIC 5999.

Jewelry stores (SIC 5944)—Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks. Stores primarily engaged in watch and jewelry repair are classified in SIC 7631.

Hobby, toy, and game shops (SIC 5945)—Establishments primarily engaged in the retail sale of toys, games, and hobby

kits and supplies. Establishments primarily engaged in selling artists' supplies or collectors' items, such as coins, stamps, and autographs, are classified in SIC 5999.

Camera and photographic supply stores (SIC 5946)—Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Establishments primarily engaged in finishing films are classified in SIC 7395.

Gift, novelty, and souvenir shops (SIC 5947)—Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

Luggage and leather goods stores (SIC 5948)—Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

Sewing, needlework, and piece goods stores (SIC 5949)—Establishments primarily engaged in the retail sale of sewing supplies, fabrics, patterns, and other needlework accessories.

Florists (SIC 5992)—Establishments primarily engaged in the retail sale of cut flowers and growing plants. Stores primarily engaged in selling seeds, bulbs, and nursery stock are classified in SIC 5261, and greenhouses and nurseries primarily engaged in growing, in SIC 0181.

APPENDIX B. General Questions



U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

1982 CENSUS OF RETAIL TRADE

O.M.B. APPROVAL NO. 0607-0371: EXPIRES 12/84

NOTICE — Response to this inquiry is required by law (title 13, U.S. Code). By the same law, your report to the Census Bureau is confidential. It may be seen only by sworn Census employees and may be used only for statistical purposes. The law also provides that copies retained in your files are immune from legal process.

Please complete this form and RETURN TO
BUREAU OF THE CENSUS
1201 East Tenth Street
Jeffersonville, Indiana 47134

DUE DATE: FEBRUARY 15, 1983

If you cannot file by the due date, a time extension request should be sent to the above address; please include your 11-digit Census File Number (CFN).

Note — Please read the accompanying instructions before answering the questions.

In correspondence pertaining to this report, please refer to this Census File Number (CFN)

Employer Identification (EI) Number

CB-S801

Please correct errors in name, address, and ZIP code. ENTER street and number if not shown.

Item 1 — EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification (EI) Number shown in the label the SAME as that used for this establishment on its latest 1982 Employer's Quarterly Federal Tax Return, Treasury Form 941?

094 1 ☐ YES (9 digits)
2 ☐ NO — Enter current EI No.

Item 2 — PHYSICAL LOCATION OF ESTABLISHMENT

Answer items a, b, c, and d

NOTE: P.O. boxes or rural routes are not physical locations.

a. ☐ Same as shown in mailing label. If different, indicate change.)

NUMBER AND STREET		
CITY, TOWN, VILLAGE, ETC.	STATE	ZIP CODE

b. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?

095 1 ☐ YES 3 ☐ No legal boundaries
2 ☐ NO 4 ☐ Don't know

c. Type of municipality where physically located

096 1 ☐ City, village, or borough 3 ☐ Other or don't know
2 ☐ Town or township

d. Name of county where physically located

Item 3 — OPERATIONAL STATUS

a. How many months during 1982 did this firm or organization actively operate this establishment?

b. Mark (X) the ONE box which best describes this establishment at the end of 1982.

001 1 ☐ In operation
2 ☐ Temporarily or seasonally inactive
3 ☐ Ceased operation — Give date →
4 ☐ Sold or leased to another operator — Give date at right → AND enter name, etc., below

Figures only		
Month	Day	Year
<input type="text"/>	<input type="text"/>	<input type="text"/>

NAME OF NEW OWNER OR OPERATOR

NUMBER AND STREET

CITY	STATE	ZIP CODE
<input type="text"/>	<input type="text"/>	<input type="text"/>

Item 4 — ORGANIZATIONAL STATUS — Mark (X) the ONE box which best describes this establishment during 1982.

- 003 1 ☐ Individual proprietorship
2 ☐ Partnership
3 ☐ Cooperative association (taxable)
4 ☐ Cooperative association (tax-exempt)
5 ☐ Government — Specify _____
6 ☐ Corporation (Do not mark if any form of cooperative association.)
9 ☐ Other — Specify _____

HOW TO REPORT DOLLAR FIGURES

Value figures may be reported in dollars or rounded to thousands.
Example: If a figure is \$1,125,628, report either **Preferred** 1 126 or **Acceptable** 1 125 628

Mil- lions (000)	Thou- sands (00)	Dol- lars (000)
1	126	
1	125	628

Item 5 — DOLLAR VOLUME OF BUSINESS IN 1982

Sales of merchandise and other operating receipts EXCLUDING sales (or other) taxes collected

Mil.	Thou.	Dol.
010		

Item 6 — PAYROLL AND EMPLOYMENT

a. Payroll in 1982, before deductions

(1) Total ANNUAL payroll

Mil.	Thou.	Dol.
030		
031		

(2) FIRST QUARTER payroll

b. Employment in 1982

Number		
032		

Number of paid employees for the pay period including March 12, 1982. (Include both full- and part-time employees.)

Item 9 — KIND OF BUSINESS — Mark (X) the ONE box which best describes the PRINCIPAL kind of business of this establishment in 1982.

(Categories appropriate to individual form)

PENALTY FOR FAILURE TO REPORT

CONTINUE ON PAGE 2 →

APPENDIX C.

Kind-of-Business Titles and Reporting-Form Numbers

Listed below are retail kind-of-business titles and their corresponding reporting-form numbers. Requests for copies of any of these forms, including the inquiries used to classify establishments by kind of business, should be directed to the Business Division, Bureau of the Census, Washington, D.C. 20233.

SIC code	Title	Reporting form CB-	SIC code	Title	Reporting form CB-
52	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS		57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	
5211	Lumber and other building materials dealers.....	5201	5712	Furniture stores.....	5701
5231	Paint, glass, and wallpaper stores.....	5202	5713	Floor covering stores.....	5704
5251	Hardware stores.....	5203	5714	Drapery, curtain, and upholstery stores.....	5705
5261	Retail nurseries, lawn and garden supply stores....	5204	5719	Miscellaneous home furnishing stores.....	5705
5271	Mobile home dealers.....	5205	5722	Household appliance stores.....	5702
			5732	Radio and television stores.....	5702
53	GENERAL MERCHANDISE GROUP STORES		5733 pt.	Record shops.....	5703
			5733 pt.	Musical instrument stores.....	5703
5311 pt.	Conventional department stores.....	5301	58	EATING AND DRINKING PLACES	
5311 pt.	Discount or mass merchandising department stores...	5301	5812 pt.	Restaurants and lunchrooms.....	5801
5311 pt.	National chain department stores.....	5301	5812 pt.	Social caterers.....	5801
5331	Variety stores.....	5302	5812 pt.	Cafeterias.....	5801
5399	Miscellaneous general merchandise stores.....	5301	5812 pt.	Refreshment places.....	5801
			5812 pt.	Contract feeding.....	5802
54	FOOD STORES		5812 pt.	Ice cream, frozen custard stands.....	5801
			5813	Drinking places (alcoholic beverages).....	5801
5411	Grocery stores.....	5400	59	MISCELLANEOUS RETAIL STORES	
5423	Meat and fish (seafood) markets.....	5400			
5431	Fruit stores and vegetable markets.....	5400	5912 pt.	Drug stores.....	5901
5441	Candy, nut, and confectionery stores.....	5400	5912 pt.	Proprietary stores.....	5901
5451	Dairy products stores.....	5400	5921	Liquor stores.....	5902
5462	Retail bakeries--baking and selling.....	5400	5931	Used merchandise stores.....	5903
5463	Retail bakeries--selling only.....	5400	5941 pt.	General line sporting goods stores.....	5904
5499	Miscellaneous food stores.....	5400	5941 pt.	Specialty line sporting goods stores.....	5904
			5942	Book stores.....	5905
55	AUTOMOTIVE DEALERS AND GASOLINE SERVICE STATIONS		5943	Stationery stores.....	5905
			5944	Jewelry stores.....	5906
5511	Motor vehicle dealers--new and used cars.....	5501	5945	Hobby, toy, and game shops.....	5907
5521	Motor vehicle dealers--used cars only.....	5501	5946	Camera and photographic supply stores.....	5908
5531 pt.	Tire, battery, and accessory dealers.....	5502	5947	Gift, novelty, and souvenir shops.....	5905
5531 pt.	Other auto and home supply stores.....	5502	5948	Luggage and leather goods stores.....	5905
5541	Gasoline service stations.....	5504	5949	Sewing, needlework, and piece goods stores.....	5909
5551	Boat dealers.....	5503	5961 pt.	Department store merchandise--mail order.....	5910
5561	Recreational and utility trailer dealers.....	5503	5961 pt.	General merchandise, n.e.c.--mail order.....	5910
5571	Motorcycle dealers.....	5503	5961 pt.	Other mail-order houses.....	5910
5599	Automotive dealers, n.e.c.....	5503	5962	Automatic merchandising machine operators.....	5802
56	APPAREL AND ACCESSORY STORES		5963 pt.	Furniture, home furnishings, equipment--direct selling.....	5910
5611	Men's and boys' clothing and furnishings stores....	5601	5963 pt.	Mobile food service--direct selling.....	5910
5621	Women's ready-to-wear stores.....	5601	5963 pt.	Books and stationery--direct selling.....	5910
5631	Women's accessory and specialty stores.....	5601	5963 pt.	Other direct selling.....	5910
5641	Children's and infants' wear stores.....	5601	5982	Fuel and ice dealers, n.e.c.....	5911
5651	Family clothing stores.....	5601	5983	Fuel oil dealers.....	5911
			5984	Liquefied petroleum gas (bottled gas) dealers.....	5911
5661 pt.	Men's shoe stores.....	5602	5992	Florists.....	5912
5661 pt.	Women's shoe stores.....	5602	5993	Cigar stores and stands.....	5902
5661 pt.	Children's and juveniles' shoe stores.....	5602	5994	News dealers and newsstands.....	5902
5661 pt.	Family shoe stores.....	5602	5999 pt.	Optical goods stores.....	5913
5681	Furriers and fur shops.....	5601	5999 pt.	Pet shops.....	5914
			5999 pt.	Typewriter stores.....	5905
5699	Miscellaneous apparel and accessory stores.....	5601	5999 pt.	Other retail stores, n.e.c.....	5916

APPENDIX D.

Standard Metropolitan Statistical Areas

[Titles and definitions shown for SMSA's are those established by the Office of Management and Budget, as of January 1982]

Standard Metropolitan Statistical Areas

SMSA and definition	SMSA and definition
Charleston, W. Va. Kanawha County, W. Va. Putnam County, W. Va.	Parkeraburg-Marletta, W. Va.-Ohio ² Washington County, Ohio Wirt County, W. Va. Wood County, W. Va.
Cumberland, Md.-W. Va. ^{1 2} Allegany County, Md. Mineral County, W. Va.	Steubenville-Weirton, Ohio-W. Va. ² Jefferson County, Ohio Brooke County, W. Va. Hancock County, W. Va.
Huntington-Ashland, W. Va.-Ky.-Ohio ² Boyd County, Ky. Greenup County, Ky. Lawrence County, Ohio Cabell County, W. Va. Wayne County, W. Va.	Wheeling, W. Va.-Ohio ² Belmont County, Ohio Marshall County, W. Va. Ohio County, W. Va.

¹ New SMSA since 1977 Economic Censuses.

² MRC data for this SMSA appear only in State report for State in which this SMSA is primarily located.

APPENDIX E, APPENDIX F, and APPENDIX G

[Not applicable]

APPENDIX H.

Comparative Sales Statistics for Central Business Districts in Standard Metropolitan Statistical Areas: 1982 and 1977

Geographic area	1982 sales		1977 sales (\$1,000)	Percent change in sales, 1977 to 1982, unadjusted
	Adjusted (\$1,000)	Unadjusted (\$1,000)		
CHARLESTON SMSA				
Charleston CBD-----	183 757	183 595	113 336	62.0
HUNTINGTON-ASHLAND, W. VA.-KY.-OHIO, SMSA				
Huntington CBD-----	63 638	59 170	75 369	-21.5
Ashland CBD-----	60 848	56 529	53 668	5.3
PARKERSBURG-MARIETTA, W. VA.-OHIO, SMSA				
Parkersburg CBD-----	43 048	39 375	29 336	34.2
Marietta CBD-----	37 913	36 150	28 442	27.1
WHEELING, W. VA.-OHIO, SMSA				
Wheeling CBD-----	74 801	74 430	88 115	-15.5

APPENDIX I.

Boundary Descriptions for Central Business Districts and Major Retail Centers

CHARLESTON, W. VA., SMSA

Charleston CBD—Includes the area bounded by the Elk River, Washington St., Summers St., CR RR., Brooks St., and the Kanawha River. (Entire tract 9)

MRC No. 1—Includes the planned center known as "Saint Albans Mall" and establishments on MacCorkle Ave. from 4th St. to Boone St. (St. Albans) (In tract 136)

HUNTINGTON-ASHLAND, W. VA.-KY.-OHIO, SMSA

Huntington, W. Va. CBD—Includes the area bounded by the Ohio River, 12th St., C & O RR., and 6th St. (Entire tract 7)

Ashland, Ky. CBD—Includes the area bounded by flood wall, 19th St., Central Ave., and 12th St. (Entire tract 301)

MRC No. 1—Includes the planned center known as "Huntington Mall," bounded by the Mudd River, Melody T. Farm property line, and Interstate 64. (Barboursville and Cabell County, W. Va.) (In tract 103)

PARKERSBURG-MARIETTA, W. VA.-OHIO, SMSA

Parkersburg, W. Va. CBD—Includes the area bounded by 12th St. ext., Murdoch Ave., 13th St., Juliana St., 9th St., Avery St., Clay St., 8th St., Quincy St., John St., Jackson Ave., 7th St., Harris St., 6th St., Gale Ave. ext., 5th St., Little Kanawha River, and Ohio River. (Entire tract 6)

Marietta, Ohio CBD—Includes the area bounded by 4th St., Putnam St., Alley St. ext., the Ohio River, Muskingum River, and Scammel St. (Entire tract 206)

PARKERSBURG-MARIETTA, W. VA.-OHIO, SMSA—Con.

MRC No. 2—Includes the planned centers known as "Southgate Shopping Center" and "Gihon Village" and establishments on Blizzard Dr. from address 1606 to Pike St., on Pike St. from Broadway to address 2514, and adjacent establishments on Broadway and 21st St. (Parkersburg, W. Va.) (In tracts 8.01, 8.02, and 9.03)

MRC No. 3—Includes the planned centers known as "Grand Central Mall," "K-Mart Shopping Center," and "Hills Plaza" and adjacent establishments on Grand Central Ave. and Murdock Ave. (Vienna and Wood County, W. Va.) (In tract 105.01)

WHEELING, W. VA.-OHIO, SMSA

Wheeling CBD—Includes the area bounded by Interstate 70, Stone Blvd., 11th St., Eoff St., 18th St., Wheeling Creek, and the Ohio River. (Entire tract 1)

MRC No. 1—Includes the planned center known as the "Ohio Valley Mall," and establishments bounded by Interstate 70, Banfield Rd., and Mall Rd. (St. Clairsville and Belmont County, Ohio) (In tract 104)

MRC No. 2—Includes the planned center known as "North Lafayette Shopping Plaza," and establishments on State Route 2 (known as Wheeling Ave. in Glendale and Lafayette Ave. in Moundsville) from Lee St. to 10th St. (Moundsville and Marshall County, W. Va.) (In tracts 201 and 202)

APPENDIX J.

Major Retail Center Delineation by Geographic Areas

[Delineation identification symbols: "CSAC"—delineated by Census Statistical Areas Committee, "L"—delineated by other local organization, "N"—no delineation since area had no MRC's in 1982, "NP"—nonparticipating area (no MRC delineation participation could be obtained). For definition of each SMSA, see appendix D]

AREA	MRC DELINEATOR
Charleston SMSA	CSAC
Huntington-Ashland, W. Va.-Ky.-Ohio, SMSA	
West Virginia portion	CSAC
Kentucky portion	N
Ohio portion	N
Parkersburg-Marietta, W. Va.-Ohio, SMSA	
West Virginia portion	CSAC
Ohio portion	N
Wheeling, W. Va.-Ohio, SMSA	CSAC

REFERENCE MATERIALS • ORDER FORMS • PUBLICATION CORRECTIONS

Please send me the items marked (X) below.

☐ Corrections (if there are any) for this publication — **Major Retail Centers, West Virginia, RC82-C-49**

If you purchase several different reports from the 1982 Economic Censuses, you should complete this form from each of the reports and return it to the address shown below to receive publication corrections. However, you should complete the following on **only** one of the forms.

☐ Guide to the 1982 Economic Censuses and Related Statistics

☐ Monthly Product Announcement — A monthly notice of all products released by the Census Bureau during the previous month — useful primarily to persons who plan to purchase publications, tapes, etc., in the future.

Publication announcements and order forms — Mark (X) subjects in which you are interested.

☐ Retail Trade

☐ Wholesale Trade

☐ Service Industries

☐ Construction Industries

☐ Manufacturing

☐ Mineral Industries

☐ Transportation

☐ Economic Censuses of Outlying Areas (Puerto Rico, Guam, Virgin Islands, and Northern Mariana Islands)

☐ Enterprise Statistics

☐ Minority- and Women-Owned Businesses

☐ Agriculture

☐ County Business Patterns

☐ Quarterly Financial Report

☐ Governments

☐ Foreign Trade

☐ Population

☐ Housing

☐ International Statistics

☐ Geography

☐ Guides, Catalogs, etc.

Name

Organization

Address/PO Box

City

State

ZIP Code

Mail completed form to ↓

**Customer Services
DUSD
Bureau of the Census
Washington, D.C. 20233**

The illustration shows four 3D boxes, each representing a different data storage format. From left to right:

- Reports:** A box containing a thick stack of papers, with the word "Reports" printed on the front.
- Microfiche:** A box containing several microfiche cards, with the word "Microfiche" printed on the front.
- Computer Tapes:** A box containing three magnetic tape reels, with the words "Computer Tapes" printed on the front.
- Maps:** A box containing various map sheets, including one labeled "STATISTICAL AREA OUTLINE MAP SERIES", with the word "Maps" printed on the front.

This report may be just one of several in the Census family with data you need. The best way to find out is to see the whole family of data products in the only place you'll find them ALL described—the **Bureau of the Census Catalog**.

Buy a Catalog today and meet our family!

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PUBLICATION PROGRAM

1982 CENSUS OF RETAIL TRADE

Publications of the 1982 Census of Retail Trade, containing data on retail establishments in the United States, are described below. Publications order forms for the specific reports may be obtained from any Department of Commerce district office or from Data User Services Division, Customer Services (Publications), Bureau of the Census, Washington, D.C. 20233. The first results were issued in preliminary reports. Final detailed statistics are issued in separate paperbound reports, which subsequently are assembled and reissued in clothbound volumes.

Final Reports

Geographic area series—52 reports (RC82-A-1 to -52)

A separate paperbound report is being published for each State, the District of Columbia, and the United States. Each report presents general statistics for establishments with payroll, on number of establishments, sales, payroll, and employment, by varied retail classifications. Data for all establishments (establishments with payroll and establishments without payroll) are presented on number of establishments, sales, and number of proprietorships and partnerships, only for total retail trade. All statistics are presented for the State, SMSA's, counties, and places with 2,500 inhabitants or more. Greater kind-of-business detail is shown for larger areas. For each State, the District of Columbia, and the United States, 1982 data are provided for all establishments on sales per capita, number of inhabitants per establishment, and sales per establishment, only for total retail trade. In addition, for establishments with payroll, data are shown by kind of business on sales and employees per establishment and sales and payroll per employee. Comparative statistics showing percent changes in sales and payroll between 1977 and 1982 are shown by kind of business for establishments with payroll and, for all establishments, only for total retail trade.

Major retail center series—51 reports (RC82-C-1 to -51)

A separate report is being issued for each State and the District of Columbia. Each report presents statistics for retail establishments with payroll by varied kind-of-business detail on number, sales, payroll, and employment. In addition, data for all establishments are presented on number and sales only for total retail trade.

Data are shown for each SMSA in the State, each central city and all other SMSA cities of 50,000 inhabitants or more, each central business district (CBD), and all other major retail centers (MRC's) in the SMSA.

Descriptions of the boundaries of each CBD and MRC also are included.

Industry series—56 reports (RC82-I-1, 2, 3 (1 to 53), and 4)

The first report (RC82-I-1) presents data based on size of establishment, size of company or firm (firm size is based on all establishments operated by a firm within the same kind of business or kind-of-business group for which data are presented), and legal form of organization. Establishment statistics are presented by sales size and by employment size; statistics for firms, by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits). Statistics are presented for establishments with payroll by kind of business on the number of establishments, sales, payroll, and employment for the United States and, for all establishments, only for total retail trade.

A report (RC82-I-2) on measures of value produced, capital expenditures, depreciable assets, and operating expenses presents data for retail

firms with payroll for the United States by major kinds of business. Data also are provided on sales, purchases, and beginning and ending inventories. Measures of value produced include gross margin, value added, and net income produced at market prices and factor costs. Operating expenses include annual payroll, supplemental labor costs, purchased services, etc.

The merchandise line sales series (RC82-I-3 (1 to 53)) presents data on major categories of merchandise sold by retail kinds of business for each State and the District of Columbia, each SMSA, and the United States as a whole. Data for States and most SMSA's will be available on microfiche only. Tables present data for establishments with payroll for each kind of business and show, for each merchandise line, the number of establishments handling the line and their sales of the line; the percentage of total sales of the kind of business accounted for by each of the lines carried; and, for establishments actually handling a specific line, the percentage of their total sales represented by sales of that line. Summary statistics also are provided for the 34 broad merchandise line categories, including counts of establishments and the amount and percent of the line sold by various kinds of retail businesses.

A miscellaneous subjects report (RC82-I-4) contains special statistics on eating and drinking places, gasoline service stations and liquefied petroleum (LP) gas dealers, and other miscellaneous subjects. Data are presented for the United States as a whole and, where feasible, for States and SMSA's.

Final Report Volumes

- Volume I. Retail—Summary and Industry Statistics. Includes data previously issued in series RC82-I.
- Volume II. Retail Trade—Geographic Area Statistics. Includes data previously issued in series RC82-A.
- Volume III. Retail Trade—Major Retail Centers. Includes data previously issued in series RC82-C.

Microfiche

Every final report in the 1982 Census of Retail Trade will be available on microfiche.

Public-Use Computer Tapes

Selected data—generally detailed information by industry and/or geographic area—also are available on public-use computer tapes. For the selected data, these tapes will provide the same information found in the final reports. Public-use computer tapes are available for users who wish to summarize, rearrange, or process large amounts of data. These tapes, with corresponding technical documentation, are sold by Data User Services Division, Customer Services (Tapes), Bureau of the Census, Washington, D.C. 20233.

OTHER ECONOMIC CENSUSES REPORTS

Data on wholesale trade, service industries, construction industries, manufactures, mineral industries, transportation, enterprise statistics, minority-owned business enterprises, and women-owned businesses also are available from the 1982 Economic Censuses. A separate series of reports covers the censuses of outlying areas—Puerto Rico, Virgin Islands of the United States, Guam, and the Northern Marianas. Separate announcements describing these reports are available free of charge from Data User Services Division, Customer Services (Publications), Bureau of the Census, Washington, D.C. 20233.

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